



CCMA Conference 2024

A Roadmap for Digital CX and Employee Engagement Innovation

Chairperson
Eoghan Tomás McDermott

Thursday 23rd May – Leopardstown Racecourse Dublin

8.30 – 9.00 a.m. Registration, Networking & Light Breakfast

9.00 – 9.10 a.m. Opening & Welcome - Eoghan Tomás McDermott MC, The Communications Clinic.

9.10 – 9.30 a.m. Tracy Kennedy – Director of Customer Service Ryanair
How Ryanair is leveraging AI and Technology to solve customer problems - A Focus on Scaling Solutions for Growth.

9.30 – 9.50 a.m. Audrey O’Mahony, Head of Talent & Organisation, Strategy & Consulting Accenture
Gen AI and the Future of Work – How do we navigate the Journey.

9.50 – 10.10 a.m. Pedro Angulo – Head of Team Effectiveness AIB
Peak Performance Leadership - Practical insights and tips to improve your leadership style and impact.

10.10 – 10.30 a.m. Q & A Panel

10.30 – 11.00 a.m. Coffee & Networking

11.00 – 11.20 a.m. Siobhan Hanrahan - Director Learning, Quality & Coaching, eBay
eBay’s Global Service Standards Transformation - An integrated approach to unlock GCX’ Human Potential, supercharged by AI.

11.20 – 11.50 a.m. Russell Yeates, Principal Sales Specialist - Amazon Connect AWS, Leon Van Gendt, Director of Engineering, Abtran and Gavin Coakley COO HappyPath Labs
The Seamless Shift: Abtran’s swift migration of multiple contact centres to Amazon Connect in four months.

11.50 – 12 noon Q & A Panel

- 12.00 – 12.45 p.m. – Breakout Streams on Leadership, Performance, Digital CX and much more
- **Is Chat GPT 4.0 signalling the end of frontline agent support or can it help our staff do more?** - Cormac Murphy, Partner Ennovate Consulting.
 - **The Power of Positivity in Leadership – A Guide to Uplifting Your Team** – Dara Kiernan Founder KPI Consulting .
 - **Engaging the Hybrid Generation – Can we re-engage the remote workforce?** - Paul McSherry, Communications Consultant.
 - **Harnessing the power of Customer Journey Mapping** – Elaine Donohoe, Consulting Director W5.
 - **Is written communication with customers becoming a lost art? How to get it right.** – Pat Caslin, founder, Heuristic Communications.

12.45 – 1.00 p.m. Key learnings from Breakout Sessions

1.00 – 2.00 p.m. Networking Lunch

2.00 – 2.20 p.m. Declan Doyle - Senior Manager Category Development HP Poly
The Changing Dynamics of Work.

2.20 – 2.40 p.m. Steve Blood – VP of Marketing for Five9
Envisioning Customer Experience in 2030 – 5 Factors to be Considered As the Digital Revolution Continues.

2.40 – 3.00 p.m. Launch of Results of CCMA’s First Annual Survey of Consumer Perceptions on Customer Service in Ireland and Channel Preferences – Elaine Donohoe Consulting Director W5.

3.00 – 3.15 p.m. Q & A Panel

3.30 p.m. Conference Close